



Consumer Resource Fair for the Latino Community on Saturday, March 3

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MADISON – The Latino community of Madison has a strong tradition of empowering its members by sharing information. Tapping into this tradition, the Wisconsin Department of Agriculture, Trade and Consumer Protection invites consumers to the third annual *Día del Consumidor* consumer resource fair. While this event is targeted to Latinos, resources will be available in Spanish and English and all consumers are invited to participate.

“We are proud to offer this opportunity to work with the Latino community and to address its specific consumer needs,” said Sandy Chalmers, Division Administrator for Trade and Consumer Protection. “With all of the agencies involved at the event, we expect to have resources available to answer a wide range of consumer protection questions from the public.”

Representatives from business, nonprofit and government agencies will answer consumer questions and provide resource materials. The fair, in cooperation with the Latino Academy of Workforce Development, will be held from noon to 4:00 p.m. at Bridge Lake Waunona Neighborhood Center, 1917 Lake Point Drive, Madison.

Consumers are encouraged to come with questions about protecting their families, money and privacy. Representatives from the following agencies will participate:

- Department of Agriculture, Trade and Consumer Protection
- GreenPath Debt Solutions
- Madison College
- Legal Action, Inc.
- Workers’ Rights Center
- UNIDOS against Domestic Violence
- Latino Chamber of Commerce

Attendees can visit information booths, ask questions and socialize. Mexican pastries and coffee will be provided by *El Bolillo* Bakery. *La Movida* Radio 1480AM will broadcast live from the event.

At 2:00 p.m., consumers can attend a free class on identity theft and money scams. Volunteer babysitters are available for parents who wish to sit in on one of the many classes being offered that day.

Raffle winners will be announced every hour on the hour. Raffle prizes have been donated by *El Bolillo* Bakery and *El Pastor* Restaurant of Madison.

For more information on the *Día del Consumidor* fair, contact Kristy Nieto, Latino Outreach Specialist for the Bureau of Consumer Protection, at 608-224-4956.

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